

# IT'S YOUR JOURNEY TO WELLNESS.

## LET'S MAKE IT A FUN ONE!

It's all in the getting there, and Virgin is going to put some spring in your step along the way. It starts with adding a little more activity into your day. Wear a pedometer, wear comfy shoes ... and before you know it you won't even remember what being *inactive* felt like.

And did we mention the motivation to keep moving? **Cash!** With the HealthMiles program, you are entered into monthly healthcash challenges for your chance to win big, **plus** we offer you three healthcash rewards packages to choose from for extra motivation (cash!) throughout the year.

## WHAT YOU GET WITH THE HEALTHMILES PROGRAM

For only \$1.50 per month, you get a digital pedometer and a great program to track your activity, fun promotions, motivation... and the chance to win some major cash prizes!



### THE GOZONE Pedometer

Wear it daily to capture your steps. It's a great reminder to stay active, and all you do to keep track of your activity is plug in into your computer. No need to self-enter your steps; this little gadget does it all for you.

### THE LIFEZONE WEBSITE

See those steps and lots more on your personal, secure website. Watch your healthmiles add up (we call the points you earn 'healthmiles'), spend your healthcash, monitor your progress, all in one easy place.

### CHALLENGES, PROMOTIONS, AND LOTS MORE

Challenge your pals to a little healthy competition with our fun, easy-to-use tools. Earn extra healthmiles in our activity promotions, read up on all the latest health & fitness news... and lots more!

## NOW, ABOUT THAT CASH...

With HealthMiles, you have the chance to win big bucks each month in our healthcash challenges!

**141 lucky winners every month!** And the healthcash you win is yours to spend on gift cards to national retailers like Target and Best Buy or can come to you as a personal check for the full dollar amount.

**1** \$1,000 healthcash winner

**40** \$250 healthcash winners

**100** \$100 healthcash winners

Here's how you earn entries into the healthcash challenges:

#### YOUR ACTIVITY:

For each day you take & upload over 7,000 steps on your pedometer, you earn 1 entry

#### OTHER PROGRAMS:

For completion of other wellness initiatives\*, you earn 5 entries

#### REWARDS PACKAGES:

If you purchase one of our rewards packages, the entries you earn will increase two, three, or four times. See details below!

### HEALTHMILES REWARDS PACKAGES

To increase your chances in the healthcash challenge (and for even more motivation to stay active throughout the year), you may purchase one of our three rewards packages. Lady luck may not be on your side every month, so this way, you're sure to earn some healthcash by being active, uploading your pedometer, monitoring your progress, and other fun promotions.

Sign up for the program in January, 2009

up to:

#### \$500 HEALTHCASH

\$12.99 / month – purchasing this package quadruples your entries in the healthcash challenge

#### \$300 HEALTHCASH

\$9.99 / month – purchasing this package triples your entries in the healthcash challenge

#### \$150 HEALTHCASH

\$6.99 / month – purchasing this package doubles your entries in the healthcash challenge

For more information about the HealthMiles program, visit [HTTP://KEHP.KY.GOV](http://KEHP.KY.GOV)



\*stay tuned for details about other wellness initiatives and programs